

**REMARKS**

An Office Action was mailed on October 24, 2004 making a restriction requirement and requiring an election of one of the enumerated groups of invention.

**Election pursuant to 37 CFR 1143**

Restriction is required to one of the following groups of inventions:

- I. Claims 1-6, drawn to a system for displaying advertising information to a customer and for providing points or an incentive to the customer for encouraging him to view the advertising information, conducting a transaction by the customer, wherein a total number of stored points related to the customer and an instruction to whether or not some points are redeemed are outputted on the customer's terminal, and
- II. Claims 7-10, drawn to a method of discounting a transaction price based on the number of points redeemed by a customer, wherein once an order associated with the transaction is accepted, then information related to a person who shares a discounted money amount is outputted to the customer's terminal.

Responsive thereto, Applicant hereby elects Group II, namely Claims 7-10 for prosecution on the merits. Applicant hereby cancels claims 1-6 as drawn to a non-elected invention, and reserves the right to prosecute such claim in a divisional application.

In view of the remarks set forth above, this application is in condition for examination and ready passage to allowance which is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for examination or allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,



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HAS:fd